

ABSTRACT

A method for selling a giftcard at a store location of a first retailer for use at a second retailer is disclosed. The method comprises displaying giftcards in the store location of the first retailer. A giftcard is activated upon receipt of a purchase amount from a customer, and active giftcard information is forwarded to a processor associated with the second retailer. Proceeds from the first retailer are then transferred to the second retailer, the proceeds including at least a portion of the purchase amount. A method of selling a multi-store giftcard, which is usable at a plurality of second retailers, is also disclosed.